

Amendments to the Specification

Please amend paragraph [0016] as follows:

[0016] Indicia or other items are attached to the flap on the seat back of the subject invention. Advertising or a message could be printed on the flap, for example, by silk screen. In a particularly preferred embodiment, indicia are interchangeable and are slipped behind a transparent window 28. The window can be open at the side or along the top to allow insertion and replacement of printed indicia. The sleeve created by the window can remain unsealed or can be permanently or temporarily sealed by methods including, but not limited to, hook hook and loop tape or a closing tab. A number of means can be used on the seat back of the subject invention to capture and hold advertising indicia and/or other promotional items. For example, placards or small sample bottles of product can be attached to the flap using complimentary hook and loop tape 32, elastic loops 34, grommets and plastic ties or snaps (FIG. 6). Small pockets 30 can be placed in or on the flap to hold sample items. A combination of a display window 28 and pockets 30 allow an advertiser to provide informative dialog together with a sample (see FIG. 4).